

JUL 02 2007

**FAX COVER SHEET****PLEASE CONFIRM RECEIPT OF THIS FACSIMILE**

Attention:	MAIL STOP AF Group Art Unit: 2623 Examiner: SHELEHEDA, James R.	Fax:	(571) 273-8300
UNITED STATES PATENT AND TRADEMARK OFFICE		Phone:	(571) 272-7357
Pages:	Cover + 1 + 16 = 18	Date:	July 2, 2007
From:	Georgann S. Grunebach Assistant General Counsel	Fax:	(310) 964-0941
		Phone:	(310) 964-4615

The information contained in this facsimile is confidential and may also contain privileged attorney-client information or work product. The information is intended only for the use of the individual or entity to which it is addressed. If you are not the intended recipient, or the employee or agent responsible to deliver it to the intended recipient, you are hereby notified that any use, dissemination, distribution or copying of this communication is strictly prohibited. If you have received the facsimile in error, please immediately notify us by telephone, and return the original message to us at the address below via the U.S. Postal Service. Thank you.

**CERTIFICATION OF FACSIMILE TRANSMISSION UNDER 37 CFR 1.8**

I hereby certify that this correspondence identified below is being facsimile transmitted to (571) 273-8300 (Centralized Facsimile Number), addressed to: Mail Stop AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on July 2, 2007.

July 2, 2007  
(Date of Signature)

Telephone No. (310) 964-4615 (Printed Name of Person Signing Certificate)

Attention: Commissioner for Patents

Attorney Docket No. PD-990193

Please find attached Re:

Serial No.: 09/532,755

Filing Date: 03-22-2000

- TRANSMITTAL FORM PTO/SB/21 (1 page)
- RESPONSE TO OFFICE ACTION DATED MAY 1, 2007 (16 pages)

If you do not receive all pages, or pages are not clear, please call Karen Lum at (310) 964-0735.

The DirecTV Group, Inc., CA/LA1/A109, P. O. Box 956, El Segundo CA 90245

RECEIVED  
CENTRAL FAX CENTER


JUL 02 2007

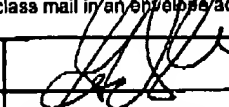
PTO/SB/21 (04-07)

Approved for use through 09/30/2007. OMB 0851-0031  
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no person is required to respond to a collection of information unless it displays a valid OMB control number.

<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	08/532,755	
	Filing Date	March 22, 2000	
	First Named Inventor	Craig A. Finseth	
	Art Unit	2623	
	Examiner Name	SHELEHEDA, James R.	
Total Number of Pages in This Submission	17	Attorney Docket Number	PD-690193

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment/Reply <input checked="" type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement  <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/ Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation <input type="checkbox"/> Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below):
Remarks		
SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT		
Firm Name	The DIRECTV Group, Inc.	
Signature		
Printed name	Georgann S. Grunebach	
Date	July 2, 2007	Reg. No. 33,179

CERTIFICATE OF TRANSMISSION/MAILING	
I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:	
Signature	
Typed or printed name	Georgann S. Grunebach
Date	July 2, 2007

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

RECEIVED  
CENTRAL FAX CENTER

JUL 02 2007

PATENT  
PD-990193

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants:

Finseth et al.

Serial No.: 09/532,755

For: "Method and Apparatus for  
Transmission, Receipt and Display of  
Advertisements"

Filed: March 22, 2000

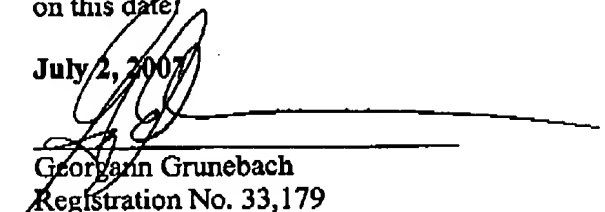
Group Art Unit: 2623

Examiner: James Sheleheda

Certification Under 37 CFR 1.8I hereby certify that this paper is being  
facsimile transmitted to (571) 571-8300  
(Centralized Facsimile Number), addressed to:Mail Stop AF  
Commissioner for Patents  
P. O. Box 1450  
Alexandria VA 22313-1450

on this date)

July 2, 2007

  
Georgann Grunebach  
Registration No. 33,179  
Attorney for ApplicantsRESPONSE TO THE OFFICE ACTION DATED MAY 1, 2007Mail Stop AF  
Commissioner for Patents  
P. O. Box  
Alexandria VA 22313-1450

Sir:

In response to the official action dated May 1, 2007, please consider the following  
remarks:

Amendments to the claims begin on page 2 of this paper.

Remarks begin on page 15 of this paper.